

PRESS RELEASE

Asian Paints performs 'Bhoomi Pooja' at its proposed paint plant site at Rohtak, Haryana

~ Hon'ble CM of Haryana, Sh. Bhupinder Singh Hooda presides over the ceremony along with Hon'ble MP, Sh. Deepender Singh Hooda, Hon'ble Health Minister Smt. Kartar Devi and MLA Sh. Shadi Lal Batra ~

Rohtak, 22nd June 2008: Asian Paints, India's largest paint company today performed 'Bhoomi Pooja' (ground breaking ceremony) at the site of its proposed state-of-the-art paint plant at the Industrial Model Township (IMT), Rohtak, Haryana. The initial production capacity will be 1.5 lakh KL and can be scaled to 4 lakh KL depending on market conditions.

The Hon'ble Chief Minister of Haryana, Shree Bhupinder Singh Hooda unveiled the foundation stone signaling the beginning of construction work of the new plant. Hon'ble Member of Parliament – Sh. Deepender Singh Hooda, Hon'ble Health Minister Smt. Kartar Devi, eminent MLA – Sh. Shadi Lal Batra, Chairman of Asian Paints – Sh. Ashwin Choksi and Vice Chairman & Managing Director – Sh. Ashwin Dani along with other senior officials of Haryana Government, Haryana State Industrial Development Corporation (HSIIDC) and Asian Paints were also present on the occasion.

Speaking at the occasion Sh. Ashwin Dani said *“We are proud to be the first company to invest in IMT, Rohtak by setting up one of the largest paint plants in the world. The unstinted support, commitment and vision of the Chief Minister - Bhupinder Singh Hooda, senior officials of the Govt. of Haryana and HSIIDC have made this possible. The facility will use state-of -the-art technology to produce paints in an environmentally friendly manner and will adhere to stringent Environment, Health and Safety standards. Despite having a highly automated process, at full capacity, the plant is expected to generate employment for around 300 people directly and over 600 people indirectly”*

The plant is located on 130 acres of land and will manufacture both water and solvent based paints; including emulsions and resins. The project cost for the initial 1.5 Lakh KL capacity will be Rs. 400 Crores and the plant is expected to start production by early 2010.

Asian Paints will adhere to all stringent environmental, health and safety standards which it follows in all its manufacturing facilities. The plant at Rohtak will be “zero discharge” with an advanced effluent treatment process. In addition, a green belt of around 43 acres, Rain Water Harvesting system, use of Solar Energy for street lights and water heating are some of the other salient features as outlined in the blue print of the plant.

The facility at Rohtak, Haryana will be the sixth paint plant of Asian Paints in India. The current paint plants of the company in the country are located at Mumbai (Maharashtra), Ankleshwar (Gujarat), Kasna (Uttar Pradesh), Patancheru (Andhra Pradesh) and Sriperumbudur (Tamil Nadu) with a combined annual production capacity of 3.90 lakh KL.

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About Asian Paints Limited:

Asian Paints is India's largest paint company and ranked among the top ten Decorative Coatings Companies in the World with a turnover of INR 44.04 billion (USD 1.1 billion). Asian Paints along with its subsidiaries has operations in 20 countries across the world and 28 paint manufacturing facilities, servicing consumers in 65 countries through Berger International, SCIB Paints-Egypt, Asian Paints, Apco Coatings and Taubmans.

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